

### COMMUNITY ECONOMIC DEVELOPMENT WORKSHOP

# WEDNESDAY, MARCH 29, 2017 6:00 P.M. – 8:00 P.M.

# DELTONA COMMISSION CHAMBERS 2345 PROVIDENCE BLVD. DELTONA, FLORIDA

### **AGENDA**

6:00 p.m. Welcome and introductions – Marilyn Crotty, UCF

**Update on Strategic Plan Implementation** 

Chris Bowley, Planning & Development Services Director

**Overview of Economic Development Strategies** 

Jerry Mayes, Economic Development Manager

6:30 p.m. **Small group discussions** 

Please discuss the following questions in your group:

- 1. Identify things that are **not now in place** in Deltona that would improve the business environment and quality of life in the city.
- 2. Describe **job opportunities** you would like to have in the city.
- 3. What is **the most important economic development goal** Deltona should work toward achieving in the next five years?

7:30 p.m. **Group reports** 

8:00 p.m. **Adjournment** 

**NOTE:** If any person decides to appeal any decision made by the City Commission with respect to any matter considered at this meeting or hearing, he/she will need a record of the proceedings, and for such purpose he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based (F.S. 286.0105).

Individuals with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk, Joyce Raftery 48 hours in advance of the meeting date and time at (386) 878-8500.



March 29, 2017 Input toward new 5-Year Strategic EcD Plan

# Last 5 Years

- Pathway -
- Job creation -
- ♦ Goals –
- Grading -
- Infrastructure-

2007, 10 years ago...

What's our local industry?

Jobs paying a living wage!

Is it working?

Development preparation!

# Next 5 Years

Pathway – 2007, 10 years ago…

New '5-Year Strategic Plan'

Job creation – What's out local industry?

Medical Health Services

Goals – Jobs that pay a living wage!

Medical Health is living wage

Infrastructure-Development preparation!

All entities (State-County-City)

work to 'Make it Happen'

Grading – Is it working?

Yes! Must continue...

# "Employment Center"

Plan in Place.
Working the Plan.
Status of Plan.

# Next 5-Years?

- ▶ 1. Medical Horizon... "What's Next?"
- 2. Skilled Workforce... "War for Talent"
- 3. Infrastructure... "What's Needed?"
- 4. Local Business Base... "What's Happening?"

It's as simple and as complicated as this...

# WHAT'S BEYOND OUR MEDICAL HORIZON AND HOW TO WE GET THERE?

# **5-Year Strategic Plan Priority Objectives**

Strategic Goal	Contact	Notes
Fiscal Issues		
New Senior Community Center	C. Bowley	Underway - Building/site is under construction.
Overall beautification grants	C. Bowley	Underway - Saxon I-4 done; 3 gateways in design.
Thornby Park HERE Project	J. Mayes/L. Lopez	Underway - Received City Commission approval/MOU.
Transportation/CIP	M. Doan	Underway - In design and under construction with segments.
Improvements to Existing Community Center	S. Moore	Underway - Quote was received for existing building repairs.
Veteran's Museum	S. Moore	Underway - TetraTech has Scope of Services for new building.
Other grants approved by City Commission	Varies/Dept	Underway - Trails and commercial sewer is focus.
Economic Development		
Focus on Howland Bv as gateway	C. Bowley	Underway - Design at 100% for SR 472. Install in 2017.
Construct a Senior Community Center	C. Bowley	Underway - Building/site is under construction.
Team Volusia coordination/creation of database	C. Bowley	Done - TVEDC created database.
Pursue the creation of CRA for Deltona Bv	C. Bowley	Done - Trust Fund to establish this year.
Obtain master planning services	C. Bowley	Done - Partnered with TVEDC.
Create more diversified and high-quality housing opportunities	C. Bowley	Underway - Land was re-entitled for higher densities.
Determine the business niche for City	J. Mayes	Underway - J. Mayes holding Workshop on topic.
Work with existing businesses to expand/grow	J. Mayes	Underway - J. Mayes working on incentive program.
Promote customer service environment	J. Mayes/D. Baker	Underway - Daily implementation.
Review relocation of existing facilities	M. Doan	Underway - Appraisal completed for Public Works Depot.
Public Safety		
Begin dialogue with Volusia County officials/staff	B. Snyder	Underway - Dialogue started with the County.
Review need for additional staff	B. Snyder	Underway - On-going process.
Prepare fire assessment fee cost-benefit analysis	B. Snyder	Done - City Commission placed on-hold.
Prepare medical transport cost-benefit analysis	B. Snyder	Underway - Agreement drafted in 2016.
Sign ordinance amendment/rewrite sign code	C. Bowley	Done - 2nd reading of ordinance to be on 3/20/17.
Review need for additional staff	D. Baker	Done - New Enforcement Services positions filled.
Focus on the City's beautification program	D. Baker	Underway - with solid waste and demolition efforts.
Fund demolition program for homes in disrepair	D. Baker	Underway - Several homes demolished.
Internal & External Communication		
Continue partnership with FDOT for I-4 expansion/City beautification	C. Bowley	Underway - Design at 100% for SR 472. Install in 2017.
Beautify gateways/key locations	C. Bowley	Underway - Design at 100% for SR 472. Install in 2017.
Conduct needs assessment for social services	C. Bowley	Done - Summits were held; priorities identified and in LHAP.
Proactively contact agencies/review mailing lists	J. Mayes	Underway - Database updated.
Create new branding slogan	J. Mayes/L. Lopez	Done - New brand created.
Solicit partnerships with businesses, schools, etc.	J. Mayes/S. Moore	Underway - Use Agreement with VCSB executed.

### Infrastructure

Review amphitheater agreement for Lyonia Library	B. Vose	Done - Reviewed and completed.
Engage a consultant for parks master planning	C. Bowley	Done - Report completed/provided.
Determine sports facility niche for the City	C. Bowley	Done - Report completed/provided.
Create map that identifies existing infrastructure	C. Bowley	Done - Database in GIS created. Maintained in Public Works.
Implement Phase I of Transportation CIP/develop Phase II	M. Doan	Underway - E. Normandy segment outstanding.
Identify areas for utility expansion	M. Doan	Done - Database in GIS created. Maintained in Public Works.
Preserve/increase the City's water supply	M. Doan	Underway - Regional planning/lobbyist efforts underway.
Include requirements for utilities for site plans for permitting	M. Doan	Done - This is part of concurrency review.
Support a ½-cent to 1 cent sales tax for transportation projects	R. Paradise	Underway - Representation at TPO supports this effort.
Expand existing park facilities	S. Moore	Underway - Parks received \$1.2 mill in CDBG to-date.
Work with schools, YMCA, and Council on Aging	S. Moore	Underway - Council on Aging partnering on Community Center.

## **On-going Projects/Other Priority Objectives Identified**

B B J		
Maintain a balanced budget, reserves, investments	B. Clinger	Done - Updated each year.
Support Emergency Management Plan	B. Snyder	Done - Comp Emergency Plan completed; update every 5 years.
Continue to support the public safety education program/plan	B. Snyder	Done - Community programs are underway.
Review the City's annexation policy	B. Vose	Done - Reviewed and completed.
Community services summit for provision of social services	C. Bowley	Done - Summits were held; priorities identified and in LHAP.
Explore multi-modal transportation opportunities	C. Bowley	Done - Updates to Comp Plan; Letter to Votran sent.
TNR program	D. Baker	Done - This program is in place.
Granicus implementation	J. Raftery	Done - Granicus installed and updated.
Employee development/training	R. Adams	Done - Update each year.
Health insurance alternative access	R. Adams	Done - New health insurance plan in place.
Expand special events	S. Moore	Done - Update each year.
City engagement/two-way communication	W. Jackson	Done - Update each year.